

Remarks

Upon entry of the present amendment, the claims in the application are amended claims 5, 9, 17 and 18, and new claims 21 and 22.

Claim Rejections - 35 USC § 103

The OA rejected previous claims 1-4 and 17-20 as being unpatentable over uMember.com (Items U-X and WW):

Applicant respectfully traverses this rejection of the previous claims, especially in view of the newly-amended claims 17 and 18 and the newly-amended claims 5 and 9 from which amended claims 17 and 18 depend, respectively.

The OA contends that one of ordinary skill in the art at the time of the invention would ascertain the use of online classifieds and bulletin board services as a place for the customer to advertise.

In contrast, it is respectfully submitted that the cited references, taken singly or in combination, fails to teach or make obvious:

“A method of providing one stop shopping using a centralized Internet-based web system which enables a customer to order products and/or services, comprising the steps of:

obtaining a marketing agreement between a company and a vendor of discounted products and/or services;

marketing said discounted products and/or services by the Internet, direct mailing, and/or newspaper to customers ;

purchasing one or more of said discounted products and/or services via the Internet and/or

telephone;

 said discounted products includes, but are not limited to, furniture, appliances, electronics and media, flooring, lighting, etc.;

 said discounted services includes, but is are not limited to, home improvement contractors, interior/exterior designers, real estate and mortgages, cleaning services, home security, insurance, etc.;

offerring the customers the ability via the Internet, email, U.S. mail, and/or telephone to advertise a business of the customer; and

 a customer desiring to order discounted products is provided with the ability to select the type of vendor of said discounted product, a customer rating of said vendor of said discounted product, and the type of discount or coupons available to the customer" (as required by newly-amended claim 5); nor

 "The method according to claim 5, wherein:

 a customer desiring to order a discounted service from a service provider is provided with the ability to select the type of vendor of said desired discounted service, a customer rating of said vendor of said discounted service, and the type of discount or coupons to be used by said customer" (as required by newly-amended claim 9); nor

“The method according to claim 5, including the step of:
delivery of said purchased discounted product and/or service to said customer by said
vendor of said discounted product and/or service” (as required by newly-amended claim 17);
nor

“The method according to claim 9, including the step of:
delivery of said purchased discounted product and/or service to said customer by said vendor
of said discounted product and/or service ” (as required by newly-amended claim 18).

The OA rejected previous claims 5-16 as being unpatentable over uMember.com (Items U-X and WW) in view of PR Newswire (Item UU).

The OA concedes that the cited uMember .com does not disclose the member selecting a rating of the vendor.

Nevertheless, the OA contends that it would be obvious one of ordinary skill in the art at the time of the invention to modify uMember.com to provide a customer rating system for products and services as taught by PR Newswire and as ascertained by one of ordinary skill in the art, in order for a consumer to view how other consumers rated products and services.

Applicant also respectfully traverses this rejection of the previous claims, especially in view of the newly-amended claims 5 and 9.

In contrast, it is respectfully submitted that the cited references, taken singly or in combination, fails to teach or make obvious:

“A method of providing one stop shopping using a centralized Internet-based web system which enables a customer to order products and/or services, comprising the steps of:

obtaining a marketing agreement between a company and a vendor of discounted products and/or services;

marketing said discounted products and/or services by the Internet, direct mailing, and/or newspaper to customers ;

purchasing one or more of said discounted products and/or services via the Internet and/or telephone;

said discounted products includes, but are not limited to, furniture, appliances, electronics and media, flooring, lighting, etc.;

said discounted services includes, but is are not limited to, home improvement contractors, interior/exterior designers, real estate and mortgages, cleaning services, home security, insurance, etc.;

offering the customers the ability via the Internet, email, U.S. mail, and/or telephone to advertise a business of the customer; and

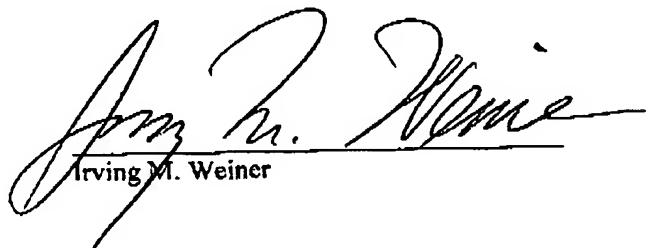
a customer desiring to order discounted products is provided with the ability to select the type of vendor of said discounted product, a customer rating of said vendor of said discounted product, and the type of discount or coupons available to the customer" (as required by newly-amended claim 5); nor

"The method according to claim 5, wherein:

a customer desiring to order a discounted service from a service provider is provided with the ability to select the type of vendor of said desired discounted service, a customer rating of said vendor of said discounted service, and the type of discount or coupons to be used by said customer " (as required by newly-amended claim 9).

CERTIFICATE OF FACSIMILE

I hereby certify that the foregoing amendment was sent by facsimile on December 20, 2006 to the
Commissioner for Patents at 571-273-8300.



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IMW/ae

Furthermore, with respect to all of the obviousness rejections, applicant respectfully submits that the suggestion and motivation to modify and combine the cited art (as suggested by the OA) must come from the prior art itself, and not from the Examiner.

In light of the foregoing, applicant requests reconsideration of the obviousness rejections with a view to withdrawing same.

The foregoing remarks apply with even greater force to new claims 21 and 22.

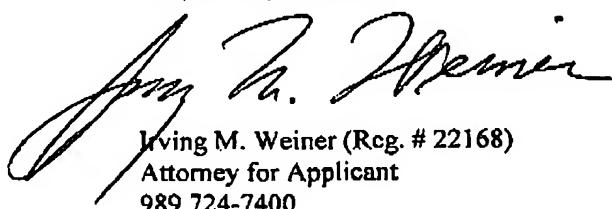
Conclusion

The application is now believed to be in condition for allowance, and a notice to this effect is earnestly requested.

If the Examiner believes that the application is not in condition for allowance, then it is requested that the Examiner telephone the undersigned attorney for applicant to facilitate the prosecution, and/or to narrow the issues for appeal, if necessary.

Favorable reconsideration is respectfully requested.

Respectfully submitted,



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